



DEPARTMENT OF CONSERVATION

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Summary "California Principle" Communities Workgroup October 22, 2008

The California Principle: ***California is a global leader innovating a healthy, prosperous, equitable, society with an abundance of resources.***

At the second meeting of the full California Principle working group, a framework was created for the design and implementation of policies, programs, and projects that will lead to a "sustainable" California and an eco-effective approach to strategic growth. The group identified three areas for Goal and Strategy development – State Government, Communities, and All Californians – and agreed that a working group should be established for each area. This was the first meeting of the "Communities" workgroup.

Please provide comments/feedback directly to Allen Goldstein at Allen@TheResultsGroup.com

We will be scheduling a two hour follow up meeting and will inform you of the date, time, and location.

The group agreed upon three Outcomes for the Community workgroup:

1. By the end of November 2008, develop a set of recommendations for the Governor on how State Government can play a role in ensuring the California Principle is embraced and implemented in Communities throughout California.
2. By January 2009 have the Governor issue an Executive Order directing the Department of Finance to include eco-effectiveness criteria in decisions on the administration and management of California's debt instruments and local financing decisions.
3. By spring 2009, engage in several projects in a variety of communities that exemplify the California Principle and achieve agreed upon objectives.

The following immediate action items were identified:

1. Identify the agencies that need to be a part of the core team and who are not already in the room. The group identified:
 - Old Trade & Commerce (inside BTH)
 - CA Dept. of Education – Facilities
 - Parks and Recreation
 - Finance
 - CalPERS
 - California Energy Commission
 - OPR
 - Water Resources Board
 - ARB
 - Labor & Workforce Agency
 - Dept. of Aging

2. Create a Community Green Team charter to include descriptions of the team's approach, what it brings, what it's committed to, its value proposition, etc.
 - DOC will staff writing of the charter and send out a draft for comment on Friday, October 24.
 - Finalize charter and bring to 10/30 meeting.
3. Have the "Communities" team come back together for a two-hour meeting to continue working on an action plan.
4. The original group of 100 will come back together for a meeting in mid-November to coordinate the results of the three workgroups.
5. Team future actions:
 - Define the pilot project and its work plan.
 - Look at other operational models for best practices.
 - Create an inventory of funding sources and regulations.
 - Look at how cities can promote themselves – recognition.
 - Write up case studies of where similar efforts have already worked and share the benefits (Berkeley, Monterey).
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NOTES FROM THE MEETING:

The objectives of this meeting were to:

- I. Clarify scope and role
- II. Review the Goal statement and refine as needed
- III. Review and finalize a set of strategies to achieve the Goal
- IV. Create objectives/metrics
- V. Agree on a preliminary Action Plan to implement strategies

I. Scope and Role

What emerged in the course of the meeting was a continuing role for the workgroup. The group decided it could serve as a catalyst, organizer, coordinator, and driver of the kinds of strategies and/or actions that would be needed to achieve the "Community" goals.

The group identified several key items that needed to be put in place to move in the direction of the Community goal.

- We need a mechanism for the integration of all agencies that allows us to work together to achieve our objectives across boundaries. This mechanism, like Web 2.0, could change the fabric of our government.
- We need a process for moving forward with a timeframe and action steps – both short and long term – that gets everyone pointing in the same direction.
- Regional coalitions at the local level need to do the type of work we're doing.
- We want the Governor to make sustainable principles a priority, such that they are incorporated into the State's core workload and mission.
- Embrace conservation of all resources at all times.
- Promote green jobs and the policies that support it.
- This work should transcend administrations. Sell the vision keeping future generations in mind.
- Add "provide mobility choices" to strategies.
- We need to develop a clear message about how to get there and who to contact.
- Commit to work on a project together like "Emerald Cities." Be revolutionary bureaucrats and focus on a couple of communities.
- Implement all the way to the end.
- Invite in the local level early.

- The Treasurer, the Controller, and the Director of Finance need to be here and on board.
- We want the Governor to embrace the vision and the regional and local levels to implement it.

II. Review of Goal

Community Goal: ***To create communities that embody the California Principle.***

Upon review, the group decided at this time the goal statement provided enough direction to continue the group's work.

III. Review Strategies

Strategies: The following remain as the key strategies with the exception of adding "transportation" to Strategy A.

- A. Promote land use **and transportation** patterns and alternatives that achieve (diverse) sustainable and equitable communities protecting the relationships between land, air, and water.
- B. Develop private public partnerships and a positive and clear market signal supporting green behavior by businesses and communities.
- C. State government to provide information necessary to promote comprehensive decision-making at the local level.
- D. Use the State's guardianship role to provide a level playing field for innovative business ventures.
- E. Promote the creation of affordable housing choices that enable people to live near their jobs, services, recreation, and other life-style requirements.
- F. Address tax laws that are counter to the community development necessary to implement the "California Principle" (Prop. 13).
- G. Develop green technology industries to strengthen local employment base.
- H. Develop a business case/model for the elements of sustainability in terms of initial vs. life-cycle costs including intrinsic values of protecting the environment and quality life.

IV. Create Tactics/Metrics

It was agreed specific objectives need to be identified to support the Goal and to provide a way to measure success. However, there was a consensus opinion that others have already identified a great many applicable metrics. It was also agreed that the tactics and metrics might vary depending upon the different community situations.

Some examples of metrics were:

- How many housing units are available that are affordable to the people working within 10 miles of the area (locally).
- Decisions that are made are consistent with regional MPO plans that meet climate change requirements.
- Percentage of cities with complete streets.
- The number of miles of tree-lined highway/road capacity, transit capacity, and pedestrian/bike capacity per capita.
- Reduced number of VMT per person.
- The number of LEED certified buildings.

V. Agree On Preliminary Action Steps

To achieve the Community goal and objectives, the group identified several preliminary action items:

- Engage the State Treasurer and Controller in the discussion of local financing decisions.
- Do pilot projects.
 - San Diego has the best blueprint (bike paths, LED stop lights, etc.).
 - Riverside – smart house, muni power provider.
 - Workgroup to develop an RFP for pilot project that includes self-ranking.
- Consider all of the metrics and make sure they align. Define a timeline and sequencing for them. Organizations with related metrics: CCRL, Strategic Growth Council, the UN criteria.

- Use this workgroup as the start of a “State green team” which brings State knowledge and resources into one place and helps communities reach their goals. *(Initially this effort was referred to as a “SWAT” team but the group did not like the connotation so “State Community Green Team” is being used as a temporary place holder).*
- Create “California Principle” best practices and accords.
- Create a guide that links available resources to community goals.
- Create an illustration of already successful projects to show that success can and has happened.
- Include groups that have already been working on these issues and get their input.
- Develop a vehicle that shows how many regulations are not in conflict.
- Get communities to say, “I want to be a pilot.”
- Consult with key partners – local government, NGOs, etc. and identify liaisons at the community level.